



News and Views

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Marie Liang shares partnership success stories

Library Partnerships

On Thursday morning, Marie Liang, Director of the award-winning McCracken County Public Library in Paducah, KY, spoke to the Institooters about successful partnerships. The first step in creating a successful partnership is to create a valuable “product” to sell to the community. Ms. Liang referred to Jim Collins’ book, *Good to Great: Why Some Companies Make the Leap... and Others Don’t*, as an excellent resource for understanding how to improve an organization. The key is to 1) find disciplined,

passionate people, 2) use disciplined thought, and 3) take disciplined action. Improving the library’s “product” for the community will add value to the library and encourage partnerships with other organizations.

Ms. Liang then explained that partnerships are crucial to a library’s survival. It is important to promote library use and support from the local community since most of the library’s revenue will come from local taxes.

Several tools can be used to “create and nurture” library partnerships, including: 1) knowing the community, 2) thanking library supporters (perhaps with book dedications), 3) advertising meetings and events in newspapers, 4) issuing press releases to local media for library programming, 5) talking to community groups, such as schools, 6) participating in other community group activities, and 7) marketing.

Ms. Liang then provided some examples of partners available to libraries, including Friends of the Library, community partners, such as Kiwanis and Boys and Girls Clubs, and local, county, and state government agencies. The Institooters were impressed with all of the wonderful suggestions from Ms. Liang and will surely incorporate her ideas at their libraries.

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Wayne Moore details the merits of community archives

Libraries and Archives

Thursday afternoon, Assistant State Archivist, Dr. Wayne Moore, stopped by to discuss the value of establishing and maintaining local community archives. Housing government documents is the first of two primary needs for having a local archive. These documents can often be used as original evidence in court proceedings. The local government has a legal obligation to save records such as marriage licenses, birth/death records, deeds to property, and tax records. The other need is to preserve the local history of the community and its government. Dr. Moore also pointed out that “the way a local government takes care (or not) of its records is often also reflected in the way it takes care (or not) of local roads, schools, prisons, etc.”

Archives provide opportunities for community work and activities. The archive also helps the community promote historical assets to visitors. Dr. Moore emphasized the benefit of “heritage tourism” that usually occurs when visitors learn there is a community archive where they can perform research.

Dr. Moore explained that several archives across the state are associated with or included in the local library/library system. The two organizations tend to reinforce and complement one another well.

Current issues for archives, such as electronic record keeping, were discussed. The question of how to preserve data on CD’s, the Internet, etc. is a serious concern. Dr. Moore concluded the discussion by taking questions from the Institooters about some of their local records. Dr. Moore was a great source of information for the Institooters and one more opportunity to help them build partnerships in their communities.



Ed McBride explains the publishing process

Libraries and Publishers

The final speaker of the Institute was Mr. Ed McBride, Senior Vice President for Customer Service Center and Sales at Thomson Gale. Mr. McBride spoke to the Institooters about publishing as well as some of the new services coming from Thomson Gale via the Tennessee Electronic Library.

The discussion began with a brief history of how the Thomson Gale Company started

and how Mr. McBride came to be there. Mr. McBride told several uplifting stories of influential citizens providing support to the libraries in the community.

The discussion then moved on to a brief description of the publishing process of a book. The two main questions that are asked before an idea for a book is considered for publishing are 1) will this book sell and 2) how much can this book be sold for? The many steps involved in publishing a book include: the idea, idea approval, writing, editing, imaging, typesetting, cover design, the first draft, production, launching, and, finally, shipment to warehouses for distribution.

Mr. McBride gave the Institooters a "tour" of Thomson Gale's Virtual Reference Library. This product will allow the libraries to have reference e-books as a part of their collection that can be accessed via the Tennessee Electronic Library. Mr. McBride also showed the Institooters the "power search" feature that will also be available.

Libraries are finding themselves in competition with Google and Yahoo as online searching alternatives. Mr. McBride explained that Thomson Gale will be taking part in an "Open Web Initiative" with Google. When someone performs a search in Google, a link will appear at the top of the page asking the user if they would like to be referred to their local public library to help them research the information needed. As Mr. McBride stated, "If you can't beat them, join them."

The Institooters were very impressed with the information Mr. McBride presented, as well as the wonderful goodies he brought for them! What a great way to end the guest speaker presentations at the Institute!

More Presentations...

Here's Thursday's list of Institute presenters:

2005 Presentations

Margaret Elsea
(Sullivan County Public Library)

"Discover the Arts"
Young Adult Summer Reading Program

Gloria Fox
(Luttrell Public Library)
*An Effort to Increase Public
Awareness about My Library*

David Fulkerson
(Spring Hill Public Library)
A Family Place Library

Dinah Harris
(Everett Horn Public Library)
*Cooperative Effort between the Library,
The Willow Learning Center and the UT
Extension Office to promote summer
reading*

Kim Hicks
(Madisonville Public Library)
Community Outreach

Faye Toombs
(LaVergne Public Library)
The Children's Librarians' Workshop